

Health Trends

American Women Reveal New Attitude On Health And Fitness

(NAPSA)—Here's news in which many women may take a healthy interest: a recent national survey found a change in women's health practices and preferences over the past five years.


According to the 2001 Avon Wellness Survey, dieting decreased from 38 percent to 34 percent and working out regularly at the gym went from 24 percent to only 18 percent. Of women who exercise regularly, 52 percent do so to improve their overall health. Nearly twice as many women work out at home compared to at a gym or health club. Only eight percent work out at their doctor's recommendation to improve health conditions.

The number one wellness activity women engage in is taking vitamins and nutritional supplements. Over two-thirds cite supplements as the foundation of their wellness programs.

The survey of over 1,000 women, commissioned by Avon Products, Inc., also discovered women recognize the benefit of pampering themselves to stay healthy and reduce stress. Use of aromatherapy products has doubled in the past five years. Listening to music (54 percent), reading (53 percent) and spending time with family and friends (51 percent) were the most common ways to reduce stress.

"Women have less time and are experiencing more stress than ever before," said Scott Schlackman, vice president, Avon Health and Well Being, U.S. "Consequently, the American woman is incorporating relaxation and rejuvenation techniques into her fitness and exercise routine. The emphasis today is on improving overall



A recent study revealed 85 percent of women currently participate in some form of wellness activity, ranging from practicing yoga to working out at home. 

health, reducing stress and finding time to create the at-home gym or spa experience." In response to women's needs for wellness and balance in their lives, Avon has developed a comprehensive line of quality, affordable, and at-home products called Avon Wellness.

The Avon Wellness products have been carefully chosen to provide the nutritional, fitness and relaxation essentials needed for the entire family to live a healthier lifestyle. The collection includes nutritional supplements, aromatherapy and relaxation products as well as at-home exercise and fitness equipment. These supplements are scientifically formulated in partnership with Roche Consumer Health.

Avon Wellness products are available directly through Avon Sales Representatives, by calling 1-800-FOR-AVON, or logging onto www.avon.com.